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Linguistic research of ktemothenisms and its role in advertising

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ABSTRACT

Today, the increase in the number of producers of the same market in the market has led to the increase in demand for the advertising industry. In particular, the lexemas are selected in partial quality word categories. The right choice of ktematonisms in a highly competitive market economy is a complex, responsible and serious process.

Keywords: Ktemathonim, pragmonymia, brand, neologism.

1. INTRODUCTION

Voluntary attention in consumers is caused by the fact that the promotional material is enriched with a significant amount of writing (font size, darkness, etc.) and the text of the non-verbal elements. During the creating of advertisement, professionals will be able to operate in the category of clearness and clarity in the promotion product.

The promotional text describes the components of the main source of information: ktematonim - an oral trademark; slogan is a short, slogan that expresses advertisement for the product, a brief, clear and easy-to-understand formula of the advertising idea, a summary of the content or functional purpose of the advertised product: a sentence containing one or two statements that are dynamic in their syntactic structure.[1]

Various definitions of the term ktemotonim were studied. "Ktematon" (Greek “ktema” – “estate” + “onim” -"name") is the verbal name of the trademark. [2] This term is an expression of economic advertising. The economic and linguistic terminology, which is called for the unity of products in their existence and their renown. The term Ktematonim was first used in the XIV century in the decision of the King Carl IV for merchants who did not meet the demand of the product. In the text of his decision, there was a lexeme that was written as *ktematonim.*

However, the naming as ktematonim was not start at that time. In 1969, researcher A. L. Vasilevsky was invited this term for certain subjects. The term Ktematonim, according to with P. Komolov’s concept of "pragmatism" and other foreign scientists’ concept of "chrematonimia" [3]
The term "Ktematonim" is a term used in the Uzbek dictionary which describes as the term "chrymatonim - the most important weapon in the history and culture of the nation, which has particular significance for the people." [4].

2. THEORITICAL BACKGROUND

In the definition of this term, the meaning of the definition of "arsenal of rare weapons, tools, and articles" is exactly the same as in the previous definition. Therefore, ktematonim is a branded concept in the market economy. Because the product is unique as well as its essence, it is sold as a single title. That's why international terminology centers have given a more economical way of describing the term "ktematonim" in the product name.

Ktematonim complies with the concept of "product name" in Uzbek.

When viewed from the linguistic point of view of the advertising product, the expression of ktemotonims in the lexeme must have a formality and a sense of meaning similar to that of the word. Because content is appropriate for the content of the promotion product, and its main "theme". At the earliest convenience of consumers give a good estimate of the social status of ktematonim. In all types of

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advertising, ktematonim is primarily represented by verbal and non-verbal elements. When choosing ktematonim, the meaning of the word should be short and clear, the product's essence, and the need to have a sense of its impact on the consumer's mind depends on the advertising agency that attracts advertisers and the customers. The selection of ktematonim based on the product's essence plays an important role in selling, however, the richness and efficiency of the advertising product. The combination of form and content plays an important role in the selection of grammatical structures that reflect the lexemes.

3. MAIN PART

Toponyms and anthroponyms are widely used in the selection of ktematonim and their pronunciation should be clearly understood and easy to remember. In Uzbekistan, ktematonims are divided into two groups based on lexicographic principles:

1. Ktematonisms using the lexemes of the Uzbek language. They are follows:
   - Proper names: "Mashhura" training center, "To'htaniyoz ota" sausages and meat products, "Malika" shopping mall,
   - Place names: "Kosonsoy" cheeses, "Kokand" sweets
   - Abstract subjects to enhance emotions: "Samo" textile products, "Orzu" salt, beauty salon "Joziba"
   - With the lexemes meaning the imitation: “Chak-chak” seeds, “Chars-churs” chips, “Mac-Mac” corns,

2. Created using foreign language lexicon. They are as follows. These names are selected based on the popularity of promotional items - the brand and the principle of uniqueness. These kinds of choices are selected based on the following guidelines:
   - Foreign brand names – *“Samsung” accessories store, “Snikers” chocolate, “Hydro Life” mineral water, “Megaplanet” trade center, “Jobs-Café”, “Welle” mineral water,*
   - Famous city and state names: *"Dubay" crystals, "Paris" mode house, "Abu-Sahiy" mall, "Kongo" chewing gum, "Samara" salt, "Belorussia" butter,*
   - The name of the famous groups: *“Barcelona” store, “Real Madrid” playstation room, “Yalla” café, “Sabina” shop*

4. DATA ANALYSES

Thus, ktematonism is chosen according to the essence and content, and neologism is chosen, which, although unusual, causes consumers to adopt a new vocabulary and increase their vocabulary. As a result, consumers attention attracts fast. In many cases, it seems as though the usual way of thinking is unreasonable or meaningless, and that the form and content are incompatible with the accepted idea. Such caterpillars are given to companies, stores and so on, causing consumers to think negatively.

For example, if the name "feather" is selected as ktematonim, the product will not produce the expected result if the product is sold under the name "Clean" furniture store, "Tom and Jerry" dining room. Ktematonims are mostly made up from subjects and adjectives.

Choosing a ktematonim should have a certain amount of content. We analyze the fragrance of perfumery and elegant clothes, which are produced under the name "Paris". Paris is the capital of the France, the center of fashion and parfume. Consumers imagine fascinate, inexhaustible and fragile, and choosed ktematonim was selected because of their tendency to emotionally. However, in the area where modernity is being promoted, national values and traditions require their own laws. Therefore, when choosing foreign toponims as ktematonim, we should have to deal with the mentality.

Long-term advertising experience has been proven by the fact that the effectiveness and efficiency of advertising is largely due to the fact that the motion in the system ranks from customer to organization.

Promoting linguistic abilities in promotional materials, advertising booths in Uzbekistan are mainly used by proper subjects ("Gulchehra" shop, "Mashkhura" educational center, "Malika" shopping center), adjectives ("Joziba" beauty salon, "Lazzat" canteen), combinations of words (“Kurgantepa” butter, "To’khtaniyaz ota "sausage products, "Telephones" world), foreign language words (neologisms), "Chokotella " cream, "Women" trade house, “Baby” store, "Akfa" window frames and etc.

Choosing the ktematonims includes the following requirements and suggestions:

- Choose words that are simple and used in everyday life;
- It is important to pay attention to the language, nationality and social relationships of the product sold area when using neologisms;
- The age, gender and mentality of the consumer;
- It is necessary to use more national words.
- Use the most beautiful words;
- The product should conform to the form and content of the demonstration product;

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- Use the adjectives, to describe the positive features of the product in advertising;
- Demonstrate ktematonims with the slogan;

5. RESULTS

In summary, if all trademarks are used to attract consumers, it is considered to be a ktematonim. It is important to take into consideration the age, gender, and mentality of the consumer when choosing ktematonim. There is no complete understanding of the rules for buying products on the international market in Uzbekistan. That is why choosing a suitable age option will keep consumers in mind. For older consumers it is necessary to use ktematonims, using the simple uzbek words. In Uzbekistan, the daily needs are mostly bought by middle age and women's. When choosing ktematonim, it is important to examine the psychology of consumers. New name of product should be spirit-aligned, sonorous and created from modern lexeme. Due to the fact that the products are made from more foreign words, the organization or firm says that it meets all requirements for its consumers as a foreign product.

In fact, ktematonim should be created from the national language words, to be beautiful and clear. Even though the name "Uz" is used to name the products produced under the foreign brand name, the nationality appears to be satisfactory. For example: *"UzKoram"*, *"Uz Daewoo"* and others. In the Uzbek language lexicon, the role of ktematonim in the introduction of new words is noticeably rising. For example: names such as *"PAYNET"*, *"LAVASH"*, *"MEBEL"*, *"INTERNET"*, *"AKFA"*, for advertisement purposes. There are also legitimate words from these neologisms. For example: The paynetist, the akfamen, the programmer. Although these words used in oral or written texts make a significant contribution to lexicon in the communication process, they almost never translated. It serves as a "common understanding" among nations.

After Uzbekistan gained independence its leading ideology was promoting a national spirit. The term nationalism is promoted through all information and communication tools. Understanding such concepts as "national ideology", "national language", "national product", "national title", the concept of spiritual enlightenment.

6. CONCLUTION

Therefore, when presenting a product to its consumer, it is intended to be the first to look at the brand name and effectively synthesize in the consumer's mind. Choosed ktematonims should be simpler, well - known, and positively correlated to the consumer, if the advertiser and the developer want to reach their target. If the creators of ktematonim use the words “Spring” "Navruz", "Life", "Star", "Mood", "Nafis", "Photo", "Joziba", "Orzu", "Family", "Wonderful", "Heart", "Love", "Guest", "Qanoat", "Wing", "Bahodir", "Qodir", "Barkamol", "Saodat", "Mehr" the process of synthesis of information in the minds of consumers will be simplified. Unfortunately, using some of the above-mentioned lexemes, consumables that do not fit in shape and content are not justified by the buyer's trust. But such lexemes can not only serve as a product for a product, but also serve as a brand for other products.

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